

LANL United Way Campaign Frequently Asked Questions & Answers

Why should I give to the United Way?

The mission of the United Way is to increase the organized capacity of people to care for one another. Apart from government, the independent, volunteer-driven United Way chapters support the greatest variety of health and human services in the country. Through its approximately 1,400 community-based organizations, the United Way system is an effective and efficient way to assist anyone who needs help in our community. Your gift helps provide a safety net for all of us.

How much of my gift actually goes to people in need?

Approximately 80 cents of every dollar contributed to the United Way provides services that help people. Approximately 20 cents of each dollar is used for fundraising and year-round administration, significantly below the average costs for most other charities.

Who decides which organizations become United Way agencies?

Each local United Way chapter serves as an affiliate of the United Way of America. While the UWA board, regional councils and the state board direct UWA operating policies and community building procedures, each local chapter determines the needs of its community with a board composed of local volunteers. It is the responsibility of the local board to cultivate partners to make community-building goals successful. It is also the responsibility of the local organization to establish procedures for selecting those agencies.

Where can I get more information about United Way member agencies?

Information is available on the web sites for the United Way of Northern New Mexico at www.losalamos.com/unitedway and the United Way of Santa Fe County at www.uwsfc.org.

How do I make a pledge to the LANL United Way campaign?

There are two ways to make a pledge:

1. All UC employees receive pledge materials at their LANL mail stop. The LANL United Way campaign accepts checks (made out to United Way) or payroll deductions. We discourage employees from sending cash in the mail. Employees can fill out the pledge form and mailer and return it to MS P232.
2. University of California employees with an active CRYPTOcard have the option of making their payroll deduction pledges online at <http://unitedway.lanl.gov>. (Personal check donations cannot be pledged online.)

When do United Way pledges made through payroll deduction begin?

Payroll deductions for the 2006 United Way campaign start in December 2005. Employees will see their deductions in the December 22 paycheck.

If I make a United Way pledge through payroll deduction, will I have to re-enroll annually?

No. For your convenience, starting in December 2005, all payroll deductions will be renewed automatically from year to year. Employees will still have the convenience of modifying their gift amount at any time by contacting the LANL Community Relations Office at unitedway@lanl.gov.

Can I solicit my group or division employees to pledge to my favorite charity?

No. The Laboratory discourages individual solicitations for other favorite charities, as such solicitations are not part of the Laboratory's official United Way campaign.

What if I want to give my entire contribution to one specific United Way agency?

The Lab's United Way campaign allows donors to designate a specific agency to receive their gifts.

What if I want to exclude a particular agency from receiving my donation?

The Lab's United Way campaign offers an option for donors to designate agencies *they do not wish to support* with their donations.

Is it possible to direct a contribution to a non-United Way charity?

Yes. There is a line on the pledge form where contributors can designate *any* 501(c)3 organization to receive their pledge, even if it is not a United Way agency, these are individual decisions made by each

donor.

Employee Participation

Can I attend a United Way event during work hours?

Yes, for a reasonable period of time. AM 701.02 in the Administrative Manual defines LANL's official business activities to include "charitable activities, including the United Way, that have been approved by the Director."

What pledges are included in the official Laboratory count?

Only pledges from UC employees are included in the Lab count.

Are students included in the Lab campaign?

Although casual students are not a defined donor pool because they are not physically present at the Laboratory most of the time, contributions from students are gratefully accepted.

If two married people or domestic partners work at the Lab and make a contribution in one amount, how will they both be counted as contributing to the campaign?

One of the employees must contact Debbi Wersonick in the Community Relations Office at 667-7870 to arrange to have the contribution assigned to both.

Do contractor employees participate in the United Way campaign?

Contractors do participate in the yearly campaign but they do so through their respective employers.

Special Events and Promotions

What kinds of activities can be conducted to encourage support of the United Way?

Divisions or groups are encouraged to sponsor fundraising events for the United Way that comply with state and federal law and Laboratory policy. Special events such as concerts, dances or other social activities can be held, as well as auctions, games and raffles, subject to certain restrictions. Suggestions for special events and guidelines for handling cash and checks can be found at <http://www.lanl.gov/news/newsbulletin/unitedway.shtml> . The Community Relations Office staff is available to help guide divisions and groups through the process of accurately accounting for employee contributions during special events.

If I buy a book at a United Way book fair, have I contributed to the United Way?

No. Although a portion of book sale proceeds will be donated to United Way, donors are only tracked and counted when they submit a pledge form and make a monetary donation.

Can my division or group hold a raffle to raise money for the United Way?

Yes. A raffle is allowed if participation is not contingent upon the purchase of a ticket. A raffle that requires payment of anything of value as a prerequisite for participation is not allowed. A ticket for a raffle or drawing must be given to anyone who requests it, but a suggested donation can be requested.

Can Lab employees solicit donations from local businesses for use as raffle prizes?

No. Lab employees cannot solicit money, products or any other type of donation from a business or individual for use as a reward or prize. Alternatively, Lab managers or employees are encouraged to contribute toward such prizes. This has worked extremely well in the past, and popular contributions have included employee artwork and crafts and homemade pastries. (United Way does solicit contributions for Labwide institutional campaign events, as long as there is no involvement by the Lab and the identity of the donor is not disclosed.)

Can my division or group hold an auction to benefit United Way?

Yes. Auctions are permitted, as long as the items to be auctioned are donated by individuals and not solicited from specific businesses or individuals who might have a subcontracting conflict of interest.

Can my division or group sell tickets for a contest?

Yes. Tickets can be sold for participation in games of skill or strength.

Can tickets be sold for admission to a concert or other event?

Yes. Selling tickets to an event, with the proceeds to benefit United Way, is allowed.

My LANL organization wants host a special event to raise awareness and additional money for the United Way campaign. If we host an event that requires up-front costs, can we be reimbursed for those expenses?

Yes, in some cases. Individual employees are not expected to assume large debts to help their organization host a special event. In the past, the United Way of Northern NM and the United Way of Santa Fe County have, **with advanced the approval** of the Laboratory Community Relations Office, reimbursed organizations for up-front costs associated with large expenses. Examples of items funded in the past include costs to t-shirts, fees for hiring a musical group to perform, tent rentals, etc. When considering sponsoring a United Way special event, the LANL organization should consider the cost effectiveness of their fundraising idea and feel confident there will be a high return on the investment (not just making enough money to break even on the cost of having an event). If in doubt of the financial feasibility of a proposed fundraising idea, please contact the Community Relations Office at unitedway@lanl.gov for clarification or to discuss your plans.

Where can my division or group receive guidance on procedures for handling cash receipts in connection with a fundraising activity?

Guidelines for handling cash and checks can be found at <http://www.lanl.gov/news/newsbulletin/unitedway.shtml>. The Community Relations Office staff is available to help guide divisions and groups through the process of accurately accounting for employee contributions during special events.

Where does my donation go if I participate in a division or group special event?

Your donation is split between the United Way of Northern New Mexico and the United Way of Santa Fe County.

Confidentiality

Will other individuals or organizations be given my name or have access to information about United Way donors?

No. The United Way chapters the Lab works with have assured us that they maintain strict confidentiality with donor information and that donor names are not shared with any other organizations or their representatives. It is important that employees check one of two boxes on the campaign pledge form if their donation is \$1,000 or above for the United Way of Santa Fe County or the United Way of Northern New Mexico. These boxes request either "*Note my name in acknowledgment publications*" or "*Maintain my contribution as anonymous*." If neither box is checked, the employee's contribution will default to the "anonymous" category for publication purposes. Finally, Laboratory managers do **not** have access to individual donor information.

Is my individual participation known directly to my manager?

No. Individual participation has not and will not be shared with employees' management.

If I have additional questions about the LANL United Way campaign, who can I contact?

For additional questions, please contact the LANL Community Relations Office at unitedway@lanl.gov.